

FIC to replace Setanta with Fox Sports channels

Next month will see FOX International Channels (FIC) launch two sports channels in sub-Saharan Africa, FOX Sports and FOX Sports 2, replacing Setanta Sports and Setanta Action respectively.



The Setanta channels were originally integrated into the sub-Saharan sports channel bouquet, Setanta Africa Services, following its acquisition by FIC in October 2013.

The launch of FOX Sports and FOX Sports 2 will reportedly coincide with the start of the 2014/15 football league season.

Says Alessandro Tucci, Senior Vice President and General Manager of FOX International Channels Africa: "We are thrilled with the launch of FOX Sports in Africa, which is the culmination of a process that began last year with the acquisition of Setanta Africa. FOX Sports is the number one global sports television brand. Now, African viewers can experience the raw excitement and emotion of the world's major football leagues, and a huge variety of other sports, in the unique style of FOX Sports. We are as passionate about football and our other sports as the fans are."

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